

KSLM THURSDAY 9/9/43

Announcer: Opening..... Thursday morning, and here we are again to bring you the latest news on Rationing and Price Control. But first, Paul, did you have a good rest on Labor Day?

Hale: I did not, I labored. The OPA, you know, is a War Agency, and as such we are open for business forty-eight hours each week, and with but one holiday....Christmas Day. Of course, we are closed on Sunday.

Announcer: That is a big order.

Hale: Well, so is the war. What do you say we take a good holiday after it is all over?

Announcer: That is one time we will all celebrate together. What about the War Price and Rationing Boards? Are they open every day but Sunday too?

Hale: Yes. The Boards' work day to the public is 9:30 to 4:30. Some close Saturday afternoon, then remaining open one evening a week, if it seems to better serve the community in which the Board is located. This work day to the public is, however, just part of the story. Actual account shows that instead of a 48-hour week, the average Board works 8,10 and 13 hours overtime, in addition to the 48 hours.

Announcer: Is there anything we the Public could do to help cut down these 55 and 60 hour weeks?

Hale: Yes, there is. Get the habit of doing more rationing business by mail. It takes much less time and helps the clerks. Would you believe that the average clerk, by actual count, can issue six or seven times as many rations by mail as by personal contact?

Announcer: What is the reason for that?

Hale: It just takes that much more time to talk about it. Mailing is so much easier on the public also, because they frequently wait long periods of time in line for some small problem.

Announcer: Well, that sounds easier, but where do we get the application blanks which we would fill to get rationed articles?

Hale: Write for them, or phone for them. They will be mailed to you by the Board. Just one tip in filling in applications. When the Government asks a question, answer it....don't leave a lot to the imagination of the Clerk in the Board. Fill in the application, mail it to the Board and you will have it returned to you in a surprisingly short time. Another caution...don't always wait until the deadline...get your ration stamps or books in time. You remember, we went into that a bit last week in relation to Book III.

Announcer: One more "consumer question." What about gasoline applications. Can they still be secured from filling stations as well as the Board?

Hale: Right. Speaking of gasoline. I have here some very interesting information on gasoline. Want to hear it?

Announcer: I certainly do....we get more questions about gasoline than about any other rationed article and I believe people should know all there is to know. For instance, who ordered gasoline rationing, and who sets the total allotment supplies of gasoline for civilian use?

Hale: The Petroleum Administrator for War. The OPA does not order rationing. It is given the job of giving everyone his fair share after other War Agencies have declared the necessity. The OPA merely has the responsibility for rationing gasoline to individual passenger car operators. A few highlights on the necessity for rationing gasoline to civilians will give you a clearer picture. I will give them to you in question and answer form, only this time I will ask the question as well as give the answer. 1. Do you know that training planes use 50 gallons of 100 octane gasoline in an hour?

Hale:
(Cont'd)

2. Do you know how many gallons of gasoline are used to train the average American pilot for the front lines. You know, it requires about 250 hours in the air for front line training. In that time, the pilot uses 12,500 gallons.

Announcer: May I interrupt with one? How much gasoline is used by each plane in combat?

Hale: Listen carefully to these figures. In flying combat EACH ENGINE of each Army and Navy bomber averages approximately 100 gallons of gasoline per hour. Figuring on three and four motored bombers, and hundreds in a raid....need one ask about the necessity for civilian restriction of the use of gasoline?

Announcer: Whew! Those figures are far beyond the thought of any civilian. Could I venture to ask about a Flying Fortress?

Hale: Hold your breath. Every Flying Fortress that bombed harbor installations at Naples from its base in North Africa used 1,000 gallons of gasoline for EACH SINGLE mission. Then there is the question of fuel oil and the Navy. A modern destroyer uses more than 3000 gallons of fuel oil an HOUR while operating at sea. An Army transport burns 33,000 gallons of fuel oil a day. A PT boat uses 250 gallons per hour while traveling 50 or 60 knots per hour with its deadly load.

Announcer: Paul, have you any information as to just how much more this is than was necessary during the World War I.

Hale: An Infantry Division in World War I had motorized equipment which required only about 3200 horsepower as compared with 400,000 H.P. per division in this war. That is roughly, 128 times more gasoline. Overseas shipments of petroleum products the first year of this war have increased over eight thousand percent over the first year of the 1917-18 war.

Hale: Just one final figure on this subject. One all-out plane pasting, (Cont'd) such as recent raids on Hamburg and Berlin, consumes as much gasoline as would normally be used in all automotive vehicles during the course of a day's business in a city the size of St. Louis. Now, as civilians, aren't we assured that gasoline rationing is necessary?

Ann: Those are powerful figures, Paul. Anything else seems like an anti-climax, but we civilians have other question today. Having you here just once a week, we must get them all in!

Hale: That is just what I am here for. I knew what I was stepping into.

Ann: But you didn't know how appropriate that remark is, because our next question is about shoes. What's new?

Hale: There is news about shoes. James Mount, district ration representative, announces that non-leather shoes with soles containing a small percentage of reclaimed rubber, or made from low-grade friction scrap, may be sold ration free.

Another item: Houseslippers with soles containing not more than 15 percent reclaimed rubber have been taken off the ration list. However, athletic, sport or gymnasium shoes remain on the ration list. Here's some news on shoes that will affect more people. Starting last Monday, shoe repair jobs will have better materials in them. Mr. Mount says that the OPA is allowing shoe repair concerns to buy certain obsolete or single shoes for use in making or repairing other shoes....and the concerns won't have to give up rationing currency.

Ann: That should be a big help in getting necessary and better repair materials and naturally that means that the consumer gets better repair work.

Hale: There's something else that is very important to prospective shoe buyers. And the subject is related to all commodity rationing.

Ann: Are you speaking of ration stamps?

Hale: That's right. Regulations prohibit dealers from allowing customers to select shoes in person and then send a loose stamp later by mail.

Ann: Buying any article without surrendering ration stamps is a bad habit to get into. It isn't fair to anyone during these times of limited supply.

Hale: That's one of the things that is so important in the Home Front Pledge Campaign, isn't it?

Ann: You're going to get that campaign in somehow, aren't you?

Hale: I warned you that I would.

Ann: It's a serious and important subject, and we will discuss it more later. To get back to shoes and stamps....have you noticed shoe stores are posting signs reading: "Rationing regulations prohibit this store from accepting loose war ration stamps for shoes selected or delivered in this store?"

Hale: Of course, there is a time when a loose stamp is valid and that's with a bona fide mail order---only when the customer or his agent does not personally select or receive the shoes at the store.

Ann: If any of you listeners have invalidated your shoe stamp by detaching it accidentally or otherwise, you may make it valid by going to your local war price and rationing board, state in writing why the stamp was detached, surrender the loose stamp to the board, and receive in its place a special shoe stamp good for one pair. Never take a loose stamp from your book to your dealer as he cannot accept it for shoes or exchange. Is that right?

Hale: Yes, and another thing. Ever realize that humans aren't the only ones who need shoes?

Ann: I've heard tell of horse-shoes and brake-shoes, among others.

Hale: Don't forget shoes for automobiles.

Ann: Are you speaking of tires.

Hale: That's right, and here's some pretty good news for car owners. Rationing restrictions have been removed from grade "C" camelback.

Ann: Well, if I ever need a good camel, I'll come and see you.

Hale: Evidently you don't own a car or have never had to get your tires retreaded because the term "camelback" has nothing to do with that famed ship of the desert. Camelback is a material used in retreading tires and comes in different grades. Up to now, passenger cars had to use grade "T" and the "C" grade was restricted to commercial use. Now passenger cars may get retreads which should wear about twice as long... and no ration certificates are required. In addition, all trucks and buses may now use grade "A" camelback, formerly available for only largest truck and bus tires.

Ann: That means everyone gets a break.

Hale: Yes, and it's all possible because of our new synthetic rubber program. William Jeffers says that inventories of the new passenger tire camelback are not adequate to meet all demands at present, but manufacturers hope to have sufficient quantities in the field within 30 days. Incidentally, Oregon's quota of new passenger tires is about the same as the August allotment.

The supply of camelback must not be confused with the tire situation, however. That is still critical in Oregon and in the whole country. The tire situation is unchanged - even more serious and acute than be-

Hale: fore, if anything. We have now reached the stage where cars are actually
(Cont'd) going off the road at the rate of five thousand a day, for this and other reasons.

Ann: One more thing. This is point value change week and the ladies want specific information on food and points.

Hale: The ladies shall have it. I think that's what the women are mostly interested in. They are the family provisioners and you really have to hand it to the American housewife of today. The peacetime job of buying food for the family is difficult enough, but during wartime it takes all a woman's ingenuity to make things break even.

Ann: Agreed. The homekeeper of the nation should be complimented highly. Do you have some good news for them?

Hale: Yes. It may be old news to most, but starting last Sunday morning the ration cost of most lamb and bacon cuts was reduced from one to two points, as were the point values of sirloin steak and rib roasts. In addition, several variety meats have lower point values.

Ann: The reduction in these points is in line with the Office of Price Administration policy. Sometimes point values must be raised, but the OPA keeps a close watch on the available supply and adjusts values accordingly so that everyone can be sure of getting his fair share.

Hale: As you say, it works both ways, and I'm sorry to say that butter production during August fell about five percent below previous estimates.... a factor which makes it necessary to keep demand closely in line with the supply. Moreover, the rate of butter production is steadily declining. For that reason, the value of butter has advanced two points per pound.

Ann: And the new point values are published in the newspapers, and it would be a good idea for the housewife to clip them out and take them with her when she shops.

Ann: Are there any price changes you would like to mention?

Hale: Yes..one that will interest fruit lovers is rather good news. Californi grapes for table use soon will be retailing at about half their present price. The process of setting the ceiling price will take a few days, but when the regulations are accomplished, grapes which recently have been selling at from 40 to 60 cents a pound at retail, will cost the consumer around 17 to 20 cents.

Another important item: When the stamps in war ration book 2 are used up, be sure to save the book cover. You may need it to apply for War Ration Book 4.

Ann: Now, how about just a short question and answer on the Home Front Pledge?

Hale: That is very welcome, because of the interest already shown in the campaign.

Ann: When will you start this campaign?

Hale: When the other half of the inflation enemy force has had a chance at his campaign--I mean the Third War Loan Drive--Buy Invasion Bonds! We are all going to do our big part in that first. However, we are anxious for the Home Front Pledge Campaign to get started in this community. The public has been clamoring for a way to hold down the cost of living and has been anxious for a way to combat the Black Markets. The OPA is doing its part in controlling prices and rationing supplies and this will be a chance for the public to make sure that its wartime job of making both ends meet is a little easier.

In the meantime it is everyone all out for the success of the war bond drive. As one Portland advertiser so aptly put it, nothing that any American can buy is more important to life, liberty and the American way of life than all out buying of Invasion War Bonds. Good-by for today.